

CITY OF RENO – SPECIAL EVENT PROGRAM

Special Event Sponsorship Policies and Procedures

I. PURPOSE

The purpose of this policy is to provide a standard for the allocation of sponsorship funding to special events.

III. REFERENCES

Reno Municipal Code 5.13.

IV. PERSONS AFFECTED

All event Promoters who have events in the City of Reno that fall under the Special Event definition of RMC 5.13.010.

V. POLICY

It is the policy of the City of Reno to provide a clear sponsorship application process giving promoters a comprehensive format, timeline and understandable process for all event sponsorship applications.

VI. DEFINITIONS

- A. Deadlines – Specified dates and times that the City of Reno City Manager’s Office designates to Special Event Sponsorship Application submission.
- B. Preference – The advantage to receive sponsorship dollars that an applicant can gain if their event falls under VIII. C. of this Special Event Sponsorship Policy and Procedure. Please note that applicants who do not fall under preference outlined will still be given consideration for sponsorship dollars.
- C. Promoter – A person or persons who apply for Special Event Permits within the City of Reno.
- D. Special Event Sponsorship Application – A form and questions that promoters will be asked to complete in order to receive consideration for a Special Event Sponsorship.
- E. Special Event Sponsorship Committee – This committee will be made up of a member of the Reno City Council from the Special Events Subcommittee of the Reno City Council who will serve as Chair, an appointed member from the Reno Citizens Institute, an appointed member from the City of Reno Arts and Culture

Subcommittee and an outside appointed member by the Special Events Subcommittee of the Reno City Council. These members will examine submitted Special Event Sponsorship Applications the third week of January and will make recommendations to be forwarded to the Reno City Council for approval.

VII. RESPONSIBILITIES

- A. The City Manager's Office is responsible for the centralized administration and coordination of this policy, application and process.

A member from the Reno City Council on the Special Events Subcommittee of the Reno City Council, an appointed member from the Reno Citizens Institute, an appointed member from the City of Reno Arts and Culture Subcommittee and an outside appointed member by the Special Events Subcommittee of the Reno City Council will be voting members of the Special Event Sponsorship Committee and will make recommendations to be forwarded to the Reno City Council for approval.

The Special Events Program Manager will compile the supporting documents to present the committee's recommendations and any necessary contracts to the Reno City Council. The Reno City Council will have final approval of Special Event Sponsorships.

VIII. PROCEDURES

- A. There will be one application date annually that Promoters must submit their applications by: the first Friday of December.
- B. Applications will be released by the City Manager's Office to Promoters and placed online to the general public no later than the first week of October.
- C. Preference will be given to applicants who can demonstrate the following:
 - 1. That their event will take place between October 15 and the end of the month of April. It is a benefit for the City of Reno to have special events throughout the year to spur economic development and a sense of community.
 - 2. That the citizens of Reno value their event. Events that are sponsored by the City of Reno should be appreciated by the citizens of Reno because the citizens of Reno pay the taxes that generate funds that sponsor special events.

3. That their event is unique to the Reno area. It is important that the events in the City of Reno show the uniqueness of the community and culture of citizens in the City of Reno.
4. That their event has a realistic potential for growth and/or longevity. It is important that special events who receive funding from the City have a strategy to grow and have lasting power.
5. That their event has a strategic marketing plan that involves either or both paid and free media. It is important that special event promoters illustrate that they have a realistic approach to creating an audience for their event.
6. That their event is free and open to the general public. The City has an interest in supporting events that can be appreciated by all segments of the population.
7. That they have sought out the support of, and funding from, their City of Reno Neighborhood Advisory boards. The Reno Neighborhood Advisory boards should have an opportunity to support events in their ward and in their City.

D. Restrictions and Requirements on Special Event Sponsorships

1. All Special Event Sponsorships will be provided through the provision of in-kind City Services. No Cash Sponsorships will be awarded through the Special Event Sponsorship.
2. All Special Event Promoters shall work with the City of Reno City Manager's Office to collect and report survey data of event attendees.

E. Terms of Office on the Special Event Sponsorship Committee

1. The Reno City Council Member of the Special Event Subcommittee that resides over the Special Event Sponsorship Committee as Chair will serve two one-year terms beginning in December and ending in November and will be replaced by a nominated Council Member from the Special Event Subcommittee.
2. The additional two members from the Reno Citizens Institute, the City of Reno Arts and Culture Subcommittee and an outside appointed member by the Special Events Subcommittee of the Reno City Council will be appointed by their respective organizations to serve on the committee for a one-year term beginning in December and ending in November.